

2060297710

# NEW MAGAZINE SELECTION GUIDELINES

## 1996 GUIDELINES FOR NEW PUBLICATIONS

- **PM MEDIA REVIEWS MEDIA PROPOSALS SENT BY PUBLICATIONS ON A DAILY BASIS. EACH PROPOSAL IS CHECKED FOR THE FOLLOWING CRITERIA BEFORE IT IS CONSIDERED ON A BRAND PLAN.**
  - Editorial focus
  - Magazine format
  - Frequency
  - Rates/CPM
  - Total audience including smokers
  - **Percent circulation over 21 years of age ( 85%+)**
  - Other tobacco advertisers
  - Method of Distribution
  - Audited? - Circulation Verification methodology
- **IF CRITERIA IS MET, MAGAZINE IS EXAMINED IN THE CONTEXT OF MARKETING/MEDIA OBJECTIVES AND BUDGET.**
- **RECOMMENDATION PROVIDED**

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## 1996 GUIDELINES FOR NEW PUBLICATIONS (Cont'd)

- UPON BRAND APPROVAL, MAGAZINE AND DATASHEET IS SENT TO PM LEGAL FOR FINAL APPROVAL.
- IN 1996 TO DATE, PM MEDIA HAS REVIEWED APPROXIMATELY 100 PUBLICATIONS OF WHICH 23 HAVE BEEN ADDED TO OUR MEDIA PLANS.
- PUBLICATIONS THAT WERE ADDED IN 1996 ARE:

### Benson & Hedges

In Grove  
La Vanidad  
Now  
Si

### Players

Film Threat  
Hot House  
Literal Latte  
Resident  
Zine

### Basic

Motorcycle Cruiser

### Marlboro

Axcess  
Chatter  
Huh  
Live  
New Country  
Time Out New York

### Daves

Colorado Springs Independent  
Portland Eugene Weekly

### Parliament

Harborlights Pavillion Guide  
Jazziz  
Seen

### Virginia Slims

Signature Bride  
Today's Black Woman

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# MAGAZINE PROFILE

Magazine Title

Publishing Company

Magazine Category

Editorial Focus

Current Rate Base

Audited?/Audit Service

Frequency of Publication

## METHOD OF DISTRIBUTION

Newsstand %

Subscription %

Other %

## READERSHIP DEMOGRAPHICS

Total Audience

% Smokers

Adult Smoker Index

Median Age

Male/Female Ratio

% White

% Black

% Hispanic

% Circulation over 21

## ADVERTISERS

Competitive Advertisers who have run in the publication within the last year:

PM USA Advertised Brands:

3 Year Spending Trend:	1996	1995	1994
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